MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BIS2014 – MANAGEMENT INFORMATION SYSTEMS
(All sections / Groups)

21 OCTOBER 2016
3.00 pm to 5.00 pm
(2 Hours)

INSTRUCTION TO STUDENT

1. This question paper consists of 3 pages with **ELEVEN (11)** Questions.

2. Student **MUST** answer **TEN (10) out of Eleven (11)** questions and the distribution of the marks for each question is as given.

3. Please write all your answer in the Answer Booklet provided.

Instruction: Answer **ANY TEN** questions only. All questions carry **EQUAL** marks.

(10 x 10 = 100 marks)

1. Why are information systems so essential for running and managing a business today?

 (10 marks)

2. How do systems serve the different management levels in a business?

 (10 marks)

3. How does Porter's competitive forces model help companies develop competitive strategies using information systems?

 (10 marks)

4. What are the challenges of managing IT infrastructure and management solutions?

 (10 marks)

5. What is Big Data? How is this useful to the business?

 (10 marks)

6. Describe data warehouse and its uses to the enterprises.

 (10 marks)

7. How are enterprise applications taking advantage of new technologies?

 (10 marks)

8. How is fuzzy logic useful to the management?

 (10 marks)

9. What is prototyping? What are the steps in prototyping process?

 (10 marks)

10. Cloud computing is a model of computing in which computer processing, storage software and other services are provided as a pool of virtualized resources over a network, primarily the Internet. Explain.

(10 marks)

11. What is collaboration and what are the reasons for its importance?

(10 marks)

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